

CLAIMS

1           1. A method of advertising and promoting a book and the like  
2         in a visual media such as television and the like, comprising the steps of  
3         analyzing a content of a book; selecting at least one portion of the book; and  
4         staging a scene which represents a content of the selected portion of the  
5         book.

1           2. A method as defined in claim 1, wherein said staging a  
2         scene includes using actors for the staging of the scene.

3. A method as defined in claim 1, wherein said staging a  
scene includes using animation.

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1                   4. A method as defined in claim 1; and further comprising the  
2                   step of selecting another portion; and staging another scene representing a  
3                   content of the other portion of the book.

1                   5. An advertising and promotion product for advertising and  
2                   promoting a book in a visual media, comprising at least one staged scene  
3                   which corresponds to a content of portion of the book and is stageable in the  
4                   video media, such as a television or the like.

1                   6. An advertising product as defined in claim 5, wherein said  
2                   staged scene is scene with participation of actors.

1                   7. An advertising product as defined in claim 5, wherein said  
2                   staged scene is an animated scene.

1                   8. An advertising product as defined in claim 4; and further  
2 comprising at least another staged scene which represents content of  
3 another portion of the book and is stageable in a visual media, such as  
4 television and the like.